GOVERNMENT OF INDIA
AGRICULTURE AND FARMERS WELFARE
LOK SABHA

STARRED QUESTION NO:125
ANSWERED ON:03.05.2016
e-NAM
Karandlaje Km. Shobha;Raut Shri Vinayak Bhaurao

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) the details of the existing mode/ system of accessing market information by the farmers;

(b) whether the Government is contemplating to bring reforms in agricultural marketing and amend the Agriculture Produce Market Committees (APMC) Act to break the monopoly of middlemen/traders and provide benefit to the farmers and consumers, if so, the details thereof;

(c) whether the Government has launched online National Agriculture Market (e-NAM) in the country, if so, the details and objectives thereof, State/UTwise;

(d) the details of the mandis on the electronic platform across the country and the benefits likely to be derived therefrom along with the time by which all the mandis are likely to be on the electronic platform across the country; and

(e) the steps taken/being taken by the Government to modernise the existing mandis, provide the requisite market information to the farmers and strengthen the agricultural market infrastructure in the country including those in rural areas?

Answer

MINISTER OF AGRICULTURE AND FARMERS WELFARE
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(a) to (e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 125 DUE FOR REPLY ON 3RD MAY, 2016.

(a): Farmers generally obtain market information from formal and informal sources which include Farmers' Awareness Programmes conducted by market functionaries and market committees, display boards exhibited by the respective Agriculture Produce Market Committees (APMCs) in mandi-yards, Kisan Call Center (KCC), print & electronic media including Central AGMARKNET portal and other websites and portals developed under the National e Governance Programme (NeGPA) by Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW) and disseminated through multiple Information and Communication Technology (ICT) delivery channels including mobile apps like Kisan Suvidha, Agri-market etc.

(b): Agriculture marketing is administered by State Governments and Union Territories (UTs) as per their respective Agriculture Produce Marketing (Regulation) Acts. Realising the need for reforms in the agri -marketing sector, the Government has been playing an advocacy role and actively pursuing with the States and UTs to amend their marketing laws on lines of the Model APMC Act, 2003/ Rules, 2007 and of many subsequent advisories in order to promote, inter-alia, competition and transparency in sale transactions of agricultural produce by enhancing the number of active traders and reducing middlemen/ traders monopoly and cartels, so as to enhance farmer's share in consumer's rupee.

(c) & (d): With the objective to promote uniformity and streamlining of procedures across the integrated markets, remove information asymmetry between buyers and sellers and promote real time price discovery based on actual demand and supply, promote transparency in auction process and informed bidding, promote access to a nationwide
Contdâ€¦2/-

market for the farmer, prices commensurate with quality of his produce and online payment and availability of better quality produce and to offer reasonable prices to the consumer, Government of India approved a Central Sector Scheme "Promotion of National Agriculture Market (NAM) through Agri-Tech Infrastructure Fund (ATIF)" on 1st July, 2015 with a budget allocation of Rs. 200 crores. Under the scheme, a pan India electronic trading portal (e-NAM) will be deployed in 585 regulated wholesale markets in States across the country by March, 2018. The e-NAM Portal was launched on 14th of April, 2016 on a pilot basis, integrating 21 mandis in 08 States. State-wise details of pilot mandis are Annexed.

The Scheme is reform linked and demand based. Eligible States desirous of integrating their APMC markets to NAM platform may send their proposals to the Government for consideration and for release of assistance. The Government provides grant as one time fixed cost subject to the ceiling of Rs.30.00 lakhs per Mandi for related equipment / infrastructure and software free of cost.

The NAM platform wherever fully operational is expected to benefit the farmers with more options for selling their produce and competitive returns; the local traders with access to larger national market for secondary trading; the bulk buyers, processer, exporters, with opportunities for direct participation in the local mandi trade thereby reducing intermediation cost; consumers with stable prices and availability and lastly reduce the burden of APMCs in accounting and other paper works with chances of better market fee recovery.

Contdâ€¦3/-

(e): In order to modernize the existing mandis, provide requisite market information to the farmers and strengthen agricultural market infrastructure, the Government is implementing various schemes like Market Research and Information Network (MRIN), National e Governance Programme (NeGPA), Rashtriya Krishi Vikas Yojna (RKVY), Agricultural Marketing Infrastructure (AMI) sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM), Mission for Integrated Development of Horticulture (MIDH), etc. More recently the NAM has been launched with the objective to network the mandis electronically on a pan India basis. Under this, the States are supported financially @ Rs.30 lakh per APMC market to upgrade the market infrastructure and participate on NAM platform. This assistance is in addition to the free supply of software and other support that are given to the State Governments to enable them to join e-auction platform.